

6853203

Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 106709

Last Received: 09/19/2012 9:01 AM
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product Candidate Orders
Estimate# 1798
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/01/1798
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

CONTRACT COMMENT

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE MAGNERS	:30	\$325.00	09/18-09/24	2	1	2	\$650.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE MAGNERS	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00	
	3	TU-F,M	7A-8A	TODAY SHOW	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$325.00	09/22-09/22	1	1	1	\$325.00	
	5	SA	7A-8A	SATURDAY TODAY	:30	\$625.00	09/23-09/23	1	1	1	\$625.00	
	6	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	7	SU	7A-8A	TODAY ON FRIDAY	:30	\$625.00	09/24-09/24	1	1	1	\$625.00	
	8	SU	8A-9A	WEEK TUE PRESS	:30	\$3,000.00	09/24-09/24	1	1	1	\$3,000.00	
	9	TU-F,M	5P-630P	FIRST NEWS 3 AT FOUR	:30	\$600.00	09/18-09/24	1	1	1	\$600.00	
	10	TU-F,M	730P-8P	NEWS 3 AT FOUR	:30	\$600.00	09/18-09/24	1	1	1	\$600.00	
	11	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,500.00	09/18-09/24	2	1	2	\$3,000.00	
	12	SA	5P-630P	KCHV EARTH NEWS	:30	\$650.00	09/22-09/22	1	1	1	\$650.00	
	13	M	630P-7P	THE TODAY	:30	\$9,000.00	09/24-09/24	1	1	1	\$9,000.00	
	14	TU	630P-7P	THE TODAY	:30	\$9,000.00	09/18-09/18	1	1	1	\$9,000.00	

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Traffic Order# 106709

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Advertiser () OBAMA FOR AMERICA
Product Candidate Orders
Estimate# 1798
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1798
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	TH	8P-9P	SNL:GBALL NIGHT	:30	\$1,500.00	09/20-09/20	1	1	1	\$1,500.00	
	16	SU	530P-830P	530 NT FB: ME & BALTIMORE	:30	\$8,000.00	09/23-09/23	1	1	1	\$8,000.00	
	17	TU-F,M	135A-205A	LAST CALL WITH CARSON DALY	:30	\$40.00	09/18-09/24	4	1	4	\$160.00	
	18	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
	19	SU	12A-1A	LAW & ORDER	:30	\$45.00	09/23-09/23	1	1	1	\$45.00	
	20	SA	1130P-1A	SNL	:30	\$150.00	09/22-09/22	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 37 / \$30,380.00

---SALES MONTHLY TOTALS---

Rep L# 2 / \$30,380.00
Sales Totals: 27 / \$30,380.00
Station Totals: 27 / \$30,380.00
Lines not sent/rcld/rcrm: 0 / \$0.00

---COMPETITIVE---

Market Totals	5380,563	CACV	0%	KBLR	0%	KINC	0%	KLAS	20%	KSNV	24%
		KTNV	25%	KTRD	1%	KVCW	2%	KVMY	3%	KVVU	25%
		KXXK	0%								

---COMPETITIVE COMMENTS---

EST SHARE:

Estimate# 6853203
Date# 09/17/2012

Rep Order# 6853203 Ver# 3 Mod# 1 Status Continued Traffic Order# 106709 Printed: 09/19/2012 9:01 AM

Last Received: 09/17/2012 6:30 PM
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Station	KSNV-TV LAS VEGAS, NV.	Agency	() GMMB	Rep Firm	
Advertiser	() OBAMA FOR AMERICA	3050 K ST NW		Sales Office	() PHILADELPHIA
Product	Candidate Orders	WASHINGTON, DC 20007		Salesperson	() AMY MCCREARY
Estimate#	1798	Agency C/P1/P2/E	95/101/1798	Salesperson Phone#	215-568-6540
Buyer	Maura Gilroy	Flight Dates	09/18/2012 - 09/24/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE